

(Make address changes on this label.)

PRODUCT OPINION LABORATORY  
P.O. Box 28563 - Richmond, Va. 23261  
Phone: (804) 271-3388

RETURN BALLOT BY

V-4586

R

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows:  
E7 - 5 packs and T5 - 5 packs. Remember, you do not have to smoke all of  
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in  
the enclosed postage-paid envelope. Thank you very much - your cooperation in  
this test is most helpful.

D. F. Reynolds  
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked E7 and then the cigarettes  
marked T5. Then compare the two cigarettes with each other and complete the  
questions below.

Which cigarette:	E7	T5	No Difference
1. has more total taste?	_____	_____	_____
2. has an off-taste?	_____	_____	_____
3. is harsher?	_____	_____	_____
4. is more spicy?	_____	_____	_____
5. is sweeter-tasting?	_____	_____	_____
6. is more bitter?	_____	_____	_____
7. is more tobacco-like in flavor?	_____	_____	_____
8. has the better aftertaste?	_____	_____	_____
9. Which do you prefer? (choose one)	_____	_____	_____

- 10a. Check the box that best describes how you feel about the overall acceptability  
of the cigarette coded E7.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 10b. Check the box that best describes how you feel about the overall acceptability  
of the cigarette coded T5.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely	

- 11a. Would you buy the E7 cigarette if it were available now?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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definitely probably possibly uncertain possibly probably definitely  
 not not not  
 11b. Would you buy the T5 cigarette if it were available now?

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definitely probably possibly uncertain possibly probably definitely  
 not not not

What brand do you usually smoke? (Please be specific, e.g.,  
 Marlboro Lights, Winston Lights, Kool Milds, etc.)

BRAND: \_\_\_\_\_

Is it filtered? ☐ Yes ☐ No (check one)  
 Is it menthol? ☐ Yes ☐ No (check one)  
 If it is filtered, is it ☐ King Size (80/85mm) or  
☐ Super Long (100/120mm)

How many cigarettes do you smoke per day? \_\_\_\_\_

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